



DDA Communications Committee
MINUTES
Tuesday, February 17, 2015 at 11:00 a.m.
Location: Conference Room B

Members Present: Kell, Petroski,

Members Absent: McGuire, Thompson, Wallin

Tisdale updated the committee on the downtown image/logo refresh campaign. Unfortunately consensus could not be reached on the designs developed by AMPM. With all the Momentum Midland activities going on, it was decided to put the refresh on hold until the MoMidland developments are more finalized. The MDBA is moving ahead with their shop/dine Downtown Midland campaign.

Tisdale presented a search engine optimization (SEO) plan developed by MLive that will optimize the downtown Midland website to help internet searches find us more frequently. The committee allocated 2015-16 budget dollars toward this effort and will begin to see monthly statistics on website traffic.

Discussed spring/summer events.

Next meeting: Tuesday, Tuesday, April 21– 11 a.m.

2015 Plan of Work DDA Communications / Social Interaction

Goal 3: Represent DDA interests in Riverfront Development activities

Metric: DDA is a regular participant in Riverfront planning

Action: Identify opportunities and roles for the DDA to be the voice for the downtown businesses in riverfront development activities

Action: Investigate Riverfront façade improvement

Goal 4: Develop and integrate attractive linkages within the district

Metric: By 2020, a minimum of one initiative/linkage has been implemented

Action: Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation and aesthetics.